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Job Description

Digital Marketing Manager

Life @ InstaFinancials



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1. Corporate Intro

InstaFinancials is an emerging brand, in providing both private and public company financial risk assessment products and services in India. We are pioneers in aggregating, analysing, synthesizing and presenting all decision critical insights from most reliable sources to enable our clients to make informed financial decisions.

With our commitment for “Innovation in Application of Financial Data”, we offer solutions that address the key decision needs of various profiles and functions from different industries. BFS & NBFS, all B2B companies and corporate benefit the most from our innovative solutions.

InstaFinancials is a brand of CBL Data Science Private Limited, based out of the Silicon Valley and start up city of India. InstaFinancials is awarded as Risk Management Solution Provider of the Year 2017 at NBHC100 Tech Leadership Awards. We are incubated by SAP Start-up Studio an initiative by SAP Labs India Private Limited and accelerated by Thought Factory, an initiative by Axis Bank Limited.

Our valued client list includes, SBI Bank, ICICI, IndusInd, Yes Bank, HDFC Bank, Aditya Birla Financial Services, Siemens Financials, Croda India, Dimension Data, and many other from Banking and NBFC sectors, and corporate in India

Please visit www.InstaFinancials.com to learn about us.

2. Our Key Achievements



3. Awards & Recognition

- Awarded as "Risk Management Solution Provider of the Year, 2017" by elets media
- Awarded as "Top 5 Startups in India" by Headstart
- Awarded as "Finest 50 Fintech Startups" by Zone Startups
- Runners up in "Elevate 100" by Govt. of Karnataka

4. Job Description / Responsibilities

- Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns
- Design, build and maintain our social media presence
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Identify trends and insights, and optimize spend and performance based on the insights, Brainstorm new and creative growth strategies
- Plan, execute, and measure experiments and conversion tests
- Collaborate with internal teams to create landing pages and optimize user experience
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
- Instrument conversion points and optimize user funnels
- Collaborate with agencies and other vendor partners
- Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate
- Work closely with the top management towards effective utilization of marketing budget with specific ROI

5. Desired Candidate Profile

Qualification: MBA (Marketing) /MCA/B.Tech/BE/M.Tech/ME (Computers)

Skills: Google Analytics, GTM, Google Post Master, Google Search Console, Google Ads, Email Marketing, Social Media Marketing, SEO, SMS Marketing, BPN, Content Marketing, Blog Management are must

Experience: 3 – 5 Yrs

CTC : As per Industry Standards

6. Contact Address:

Ms. Shruthi G

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